

URBAN DESIGN ELEMENT

HUNTINGTON BEACH

STATUTORY REQUIREMENTS

In addition to the seven mandatory elements, other optional elements may be included in a City's General Plan. The California Government Code Section 65303 states:

The General Plan may include any other elements or address any other subjects which, in the judgment of the legislative body, relate to the physical development of the county or city.

Huntington Beach's Urban Design Element is just such an optional element. Once adopted, this element will have the same legal status as any of the mandatory elements. Additionally, other state requirements pertaining to the mandatory elements, such as internal consistency, also apply to the optional element.

TECHNICAL SYNOPSIS

The quality of the Huntington Beach physical and visual character is determined by the organization, scale, density, and pattern of the community's built environment and open spaces. These components collectively play a significant role in projecting a positive and unique image for Huntington Beach. The following presents an overview of the existing elements that contribute to the City's urban form and character.

A. URBAN FORM

1. Patterns of Development

The City of Huntington Beach's urban form has been determined by subdivisions that have occurred since the City's founding. Generally, the design and configuration of lots and uses reflecting planning styles that were typically used at the time the subdivisions were developed. Since the City is comparatively flat, the patterns of development have occurred irrespective of natural topography or features. The major significant natural elements influencing the urban pattern are the Pacific Ocean, Seal Beach Weapons Center, and the Huntington Harbour which establish a clear edge on the City's west side and barriers on the north west side. The Bolsa Chica and Santa Ana River wetlands, to the north and south of the City, have also acted as barriers to development.

The City of Huntington Beach has three major identifiable patterns of development. One, formed very early in the City's history and found in the Downtown, is the old "town lot" pattern. This consists of small lots and short blocks that have been developed in a consistent grid pattern.

Following World War II, the pattern shifted to a "superblock" pattern defined by arterials developed on a one mile grid. Within the grid, single family housing surrounded a school and/or park. The residential lots are larger and less dense than those in the older "town lot" configuration. Commercial uses were developed at the arterial intersections. In some cases, multi-family housing and/or commercial uses extended along a portion of the arterial.

Some of the more recent development has been characterized by the development of large parcels as mixed use or "planned development" communities. Typically, these contain a mix of residential unit types and densities, community commercial uses, schools, and open spaces. Often, the street pattern is developed with curvilinear streets and cul-de-sacs, with limited access points to surrounding major highways.

2. Urban Form Elements

Within the three basic physical patterns of development, described above, are a number of elements that contribute to the City's urban form and character. These key elements are: districts, entry points, activity points or "nodes", paths, landmarks, and edges. The following summarizes these elements.

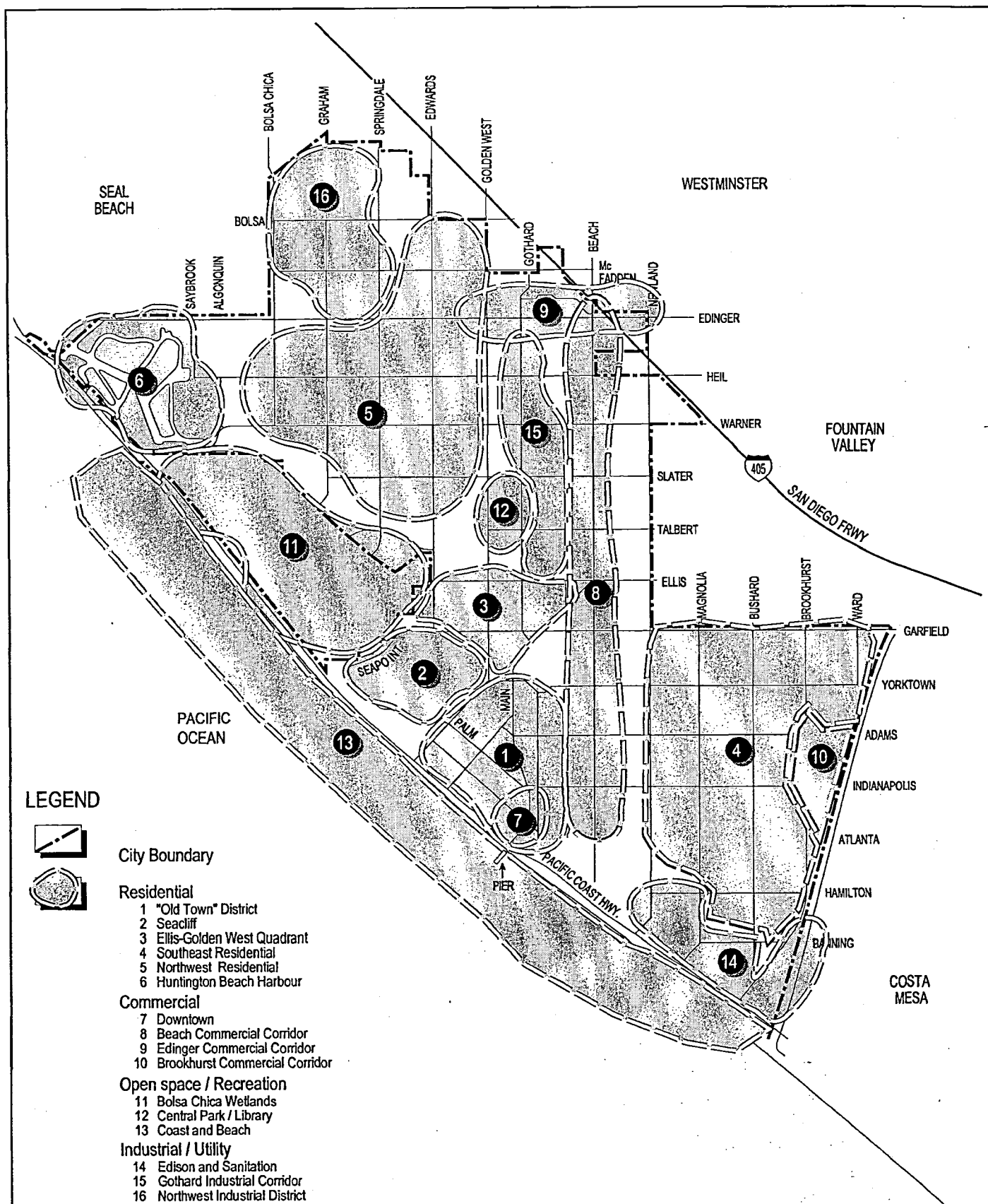
a. Districts

A "district" is defined as an integral part of a larger urban area, with common distinguishing characteristics that make it identifiable as a place unique from other areas of the community. Distinguishing features may include building type, siting, and/or scale; use; activity; inhabitants; and/or topography. The City's primary districts include commercial, industrial, openspace/recreation, and residential districts. The following details these districts (**Figure UD-1**):

Commercial Districts

Huntington Beach's commercial districts occur along major streets or as centers in which multiple uses are consolidated. Generally, the connections between uses along a major street are weakly defined, with little unity or consistency. On the other hand, the centers convey a more distinct and positive image for the City due to their density of building and activity. Principal commercial districts include the following:

- The Downtown District is the historic and symbolic heart of downtown commercial and retailing activities. It represents one of the most clearly identifiable districts in the City due to minimal building setbacks, pedestrian-scaled and oriented commercial uses, outdoor cafes, and the intensity of activity. The character of Downtown has changed significantly in recent years. The small town commercial character of one story structures is gradually being replaced by a more dense, mixed-use environment.
- The Beach Boulevard Commercial Corridor is the primary commercial corridor of the City, with a mix of uses including mini-retail centers, auto dealerships, hotels, medical, office, entertainment uses and residential uses. Its development is characterized as strip commercial with a mix of individual and multi-tenant buildings. The boulevard is lined with individual signs, low and mid rise structures with varying setbacks, surface and structured parking, and minimal landscaping. There are a number of sub-areas in which some common uses are grouped, including a clustering of automobile dealerships in the north and medical and office uses in its middle portion. While the Boulevard's character and mix of uses does provide it with an identity, it is considered to be aesthetically undesirable.
- The Brookhurst Commercial corridor is characterized by a mix of larger retail and neighborhood serving commercial uses. The corridor has developed in a strip commercial fashion and there is little visual connections between properties.
- The Edinger Commercial Corridor is characterized by larger retail centers than those typically found along Beach Boulevard. However, the multi-tenant and larger uses have little physical or visual connection and are, most often, single trip destinations. As a consequence, the corridor lacks overall identity and strong physical anchors.



URBAN DISTRICTS

CITY OF HUNTINGTON BEACH GENERAL PLAN



- The Huntington Center is the primary regional commercial core of the City. It is developed as the traditional regional mall, with anchor department stores and retail shops surrounded by extensive asphalt parking lots. While such centers typically represent key community activity places, Huntington Center contains few uses that are major attractions to the City's residents. As such, it represents a considerably "weak" district for the City.
- Guardian Center, at the intersection of Beach Boulevard and Warner Avenue, is a high density, mixed use development whose scale and uses contribute to its role as a key activity district of the City.

Industrial Districts

The City of Huntington Beach contains three distinct industrial districts identified by their function, scale of development, and intensity of activity. These include the following:

- The southeast industrial area contains the Edison Substation and the Orange County Sanitation District treatment facilities. It is characterized by large plant facilities with visually prominent structures and peripheral fencing.
- Bisecting the center of the City, the Gothard Industrial Corridor is characterized by auto related, commercial, and industrial uses. The edges of the district are fluid and are often integrated with residential uses. The architectural scale and massing of development along the Gothard corridor lacks a consistent theme, due to varied land use patterns.
- The northwestern industrial area contains a well-defined concentration of manufacturing, industrial, office, and commercial uses. This includes one very large site developed for an aerospace use (McDonnell Douglas) and adjacent business/office park uses. The business parks are typical of their era of construction, often with individual buildings on large landscaped lots. However, the consistency and placement of street trees and site landscaping is awkward or non-existent.

Open Space /Recreational Districts

Major open space districts in the community include the following:

- The Central Park/Library District serves as one of the primary recreational and cultural centers of the community. However, the Park lacks a strong linkage with adjacent recreational facilities and surrounding residential neighborhoods.
- The Bolsa Chica Wetlands and portions of the Harriett M. Weider Regional Park are not located within the City of Huntington Beach, but they are very much a part of the community both visually and culturally. Physical access to Bolsa Chica is limited, although it may be viewed from Pacific Coast Highway and many areas of the City.
- The coast and beach area is the primary recreational opportunity and recreational attraction for Huntington Beach. This area is an integral part of the community both visually and culturally. Unobstructed views of the coast are available almost the entire length of the City.

Residential Districts

Residential districts comprise the predominant pattern of uses within Huntington Beach. The following describes some of the principal districts:

- The Old Town District is characterized by short blocks and narrow lots. In recent years, many of the small beach cottages have been replaced with larger Mediterranean style homes, significantly altering the area's character.
- The Northwest and Southeast Residential Districts are characterized by walled-in single family tract homes with higher residential densities along the major arterials and intersections. In general, these districts convey a visual uniformity due to the similarity of architectural styles and building materials. Other than through the use of "entry" signs, there is little that contributes to a local identity or that differentiates one neighborhood from another.
- The Ellis/Golden West area contains a diverse mix of oil wells, storage tanks, pipelines, and service roads, as well as plant nurseries, stables and a few tracts of new single family residential units. The district is being developed for estate residential, common open space areas, and equestrian trails integrated with the existing topography.
- The Seacliff District encompasses a golf course, large neo-Mediterranean styled homes, remnant pumping oil wells, and a small older residential development. The older residential development is built at a scale and character that is distinctly different from the development surrounding the Seacliff golf course.
- The Huntington Harbour District is developed around an inland waterway network linked to the Pacific Ocean. Huntington Harbour has limited access and is characterized by two story homes with boat slips to the rear.

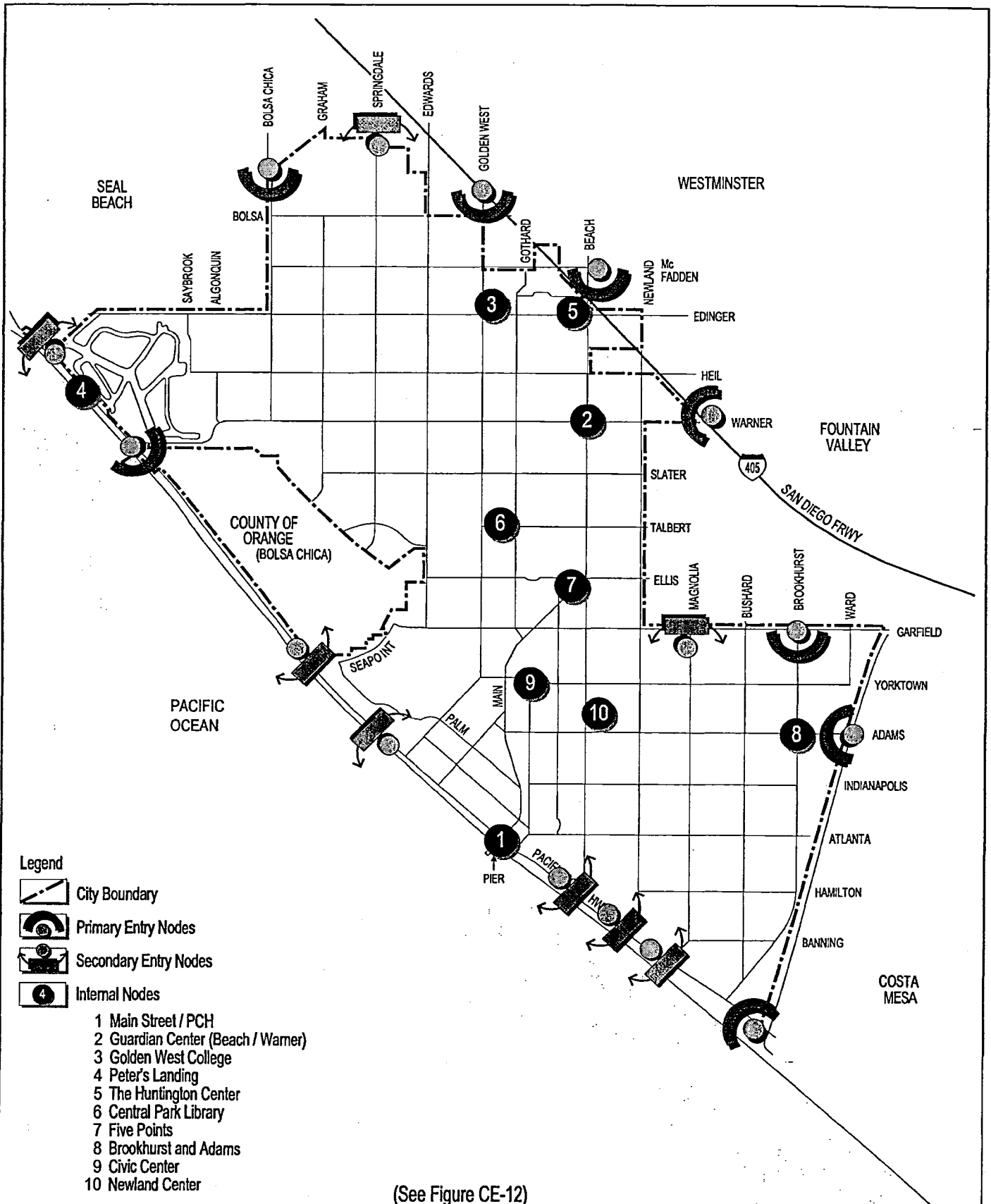
b. Nodes

A "node" is defined as a significant focal point, such as a public square or street intersection that acts as a center of movement and activity. They represent the conceptual anchor points of the community. There are two classifications of nodes: an "entry node" that functions as a point of identity between adjacent jurisdictions and the City of Huntington Beach and "internal nodes" that function as focal points of high activity within the community (**Figure UD - 2**).

Entry Nodes

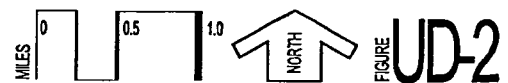
Huntington Beach has weakly defined points of entry from surrounding communities and the San Diego Freeway. They are not clearly marked and changes in the visual character between surrounding communities are not apparent. Primary entry nodes include the following:

- Santa Ana River/Pacific Coast Highway gateway;
- Brookhurst Street/Garfield Avenue;
- Bolsa Chica Street/Rancho Avenue;
- Edinger Avenue/San Diego Freeway/Beach Boulevard intersection;



EXISTING URBAN NODES

CITY OF HUNTINGTON BEACH GENERAL PLAN



- Warner Avenue/San Diego Freeway;
- Golden West Street/Bolsa Avenue;
- Adams Avenue/Santa Ana River; and
- Warner Avenue/Pacific Coast Highway.

Secondary entry nodes include:

- Magnolia Street/Garfield Avenue;
- Springdale Street at city limits;
- Golden West Street/Pacific Coast Highway;
- Pacific Coast Highway/Seapoint Street;
- Pacific Coast Highway and Newland Street;
- Pacific Coast Highway and Magnolia Street;
- Pacific Coast Highway/Beach Boulevard; and
- Pacific Coast Highway/Seal Beach city limits.

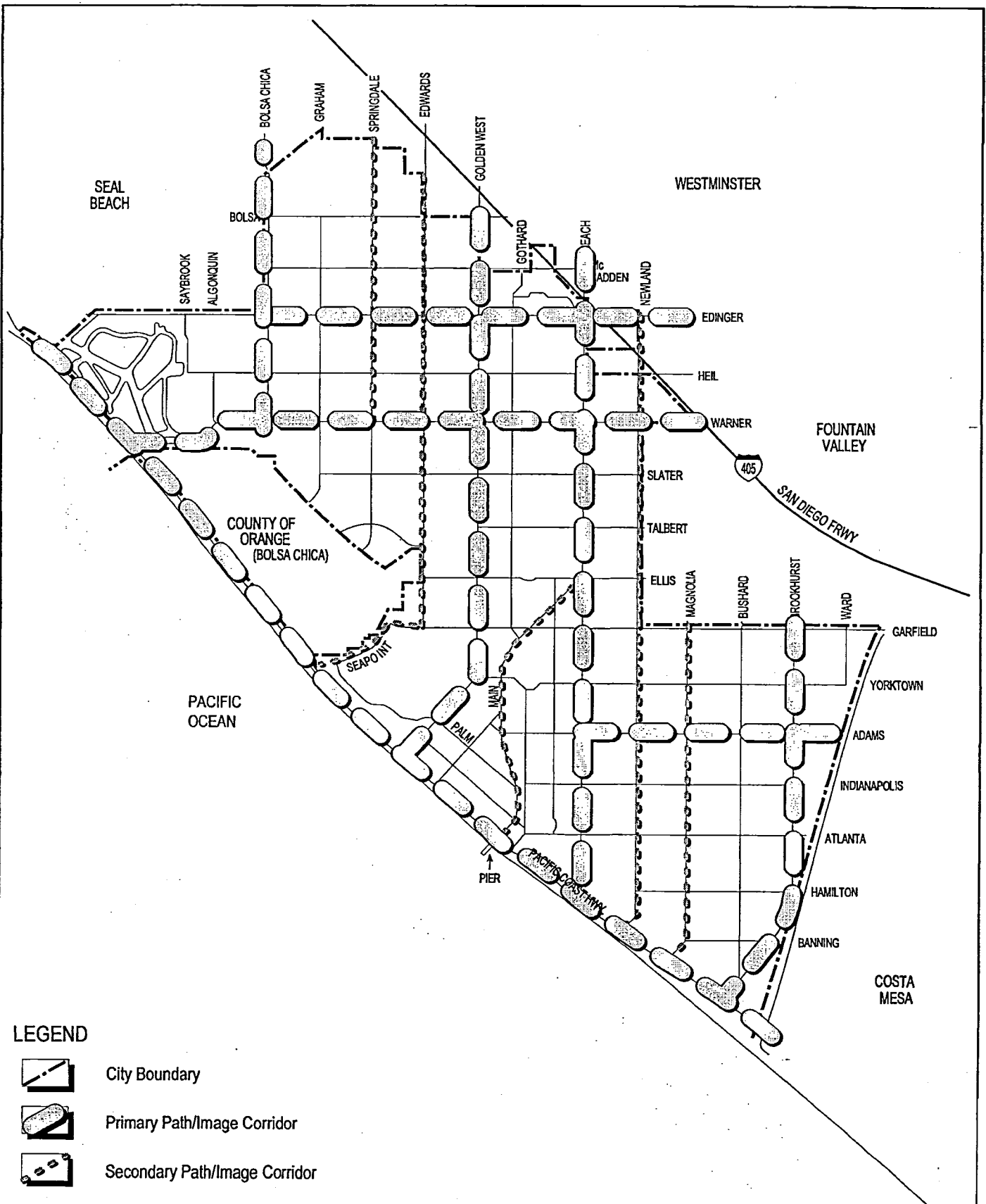
Internal Nodes

Similar to entry nodes, the City's internal nodes lack a distinctive character and identity. Some examples of internal nodes include:

- Main Street/Pacific Coast Highway;
- Beach Boulevard and Warner Avenue (Guardian Center);
- Golden West College;
- Peter's Landing;
- Huntington Center;
- Central Park/Library;
- Five Points;
- Brookhurst Street and Adams Avenue;
- Civic Center; and
- Newland Center

c. Paths/Image Corridors

A "path" provides the means of vehicular and pedestrian movement in the community, connecting land uses and areas of activity. Since people observe their city while moving through it, paths form the predominant image of the community. There are two types of primary and secondary paths. Primary paths are the principal corridors carrying larger volumes of traffic and typically crossing community boundaries. Secondary paths carry less traffic and often originate or terminate within the City's boundaries (Figure UD - 3).



Primary Paths/Image Corridors

Huntington Beach's primary paths lack the characteristics that provide identity and clarity of location. This is largely due to the confusing array of signs, lack of consistent landscape, and strip commercial centers. Primary paths in Huntington Beach include the following:

- Beach Boulevard;
- Golden West Street;
- Edinger Avenue;
- Warner Avenue;
- Bolsa Chica Street;
- Adams Avenue;
- Brookhurst Street; and
- Pacific Coast Highway.

Secondary Paths/Image Corridors

Similar to the Primary Paths, the Secondary Paths lack identity. The predominance of perimeter tract walls with minimal landscaping contributes to this deficit. Secondary paths in Huntington Beach include the following:

- Main Street;
- Magnolia Street;
- Springdale Street;
- Edwards Street;
- Newland Street;
- Gothard Street; and
- Bolsa Avenue.

d. Landmarks

A "landmark" is defined as a significant reference point, either a structure, space, landscape, or freestanding element, which helps to identify a particular area in the City. Frequently, Huntington Beach's landmarks are not readily identifiable. The Newland House, for example, is surrounded and obscured by a commercial center. Landmarks may also contribute negatively to the City's urban identity, such as the Southern California Edison Plant located on Pacific Coast Highway at the southern end of the City. Important landmarks in Huntington Beach include the following:

- Pier/Pierside Pavilion;
- Waterfront Hilton;
- Huntington Beach City Hall and High School;
- Guardian Tower (Beach Boulevard/Warner Avenue);

- Edison Power Plant;
- McDonnell-Douglas Tower;
- Newland Center;
- Peter's Landing;
- Central Park; and
- Meadowlark Golf Course.

e. Edges

An "edge" is defined as an element that serves as a visual or physical boundary between districts. Elements such as freeways, flood channels, walls and natural features, such as the ocean, form edges. Those affecting Huntington Beach's urban form include the following:

- Bolsa Chica Wetlands;
- Pacific Ocean/Beaches;
- Santa Ana River;
- Huntington Beach Wetlands;
- Huntington Harbour;
- San Diego Freeway (405); and
- Seal Beach Naval Weapons Station.

B. VISUAL ASSETS

The following visual elements of the urban framework contribute positively to Huntington Beach's character:

- The Pacific Ocean is Huntington Beach's most prominent visual asset. Its views from Pacific Coast Highway, peripheral streets, and surrounding neighborhoods and districts enhance the visual quality and ambiance of the City and help orient the traveler. Recent Downtown development has obstructed some views;
- The Bolsa Chica Ecological Reserve also provides a high quality viewshed for those traveling Pacific Coast Highway. The visual quality of the wetland marshes and natural wildlife create an impressive corridor along Pacific Coast Highway;
- The lush, mature landscaping in specific Downtown areas (including residential neighborhoods surrounding Lake and Farquhar Park) and Central Park are an asset to the community;
- Huntington Harbour is a visual asset to those residences which front the channel, although limited access make this asset somewhat exclusive to residents living or visiting in the area;
- Neighborhood parks are an asset to residents by providing landscaping and open space; and,
- Huntington Beach Central Park is an asset by providing landscaping, recreational opportunities, and natural open space areas.

C. VISUAL WEAKNESSES

Huntington Beach has some visual elements which confuse, diffuse, and weaken the community's identity. Elements that contribute negatively to the visual quality of the community include the following:

- Oil production and utility facilities;
- Confusing intersections, such as Beach Boulevard and Ellis or Beach Boulevard and Edinger Avenue, that disorient the traveler;
- Inconsistent sign styles and sizes, poorly designed buildings, utilities, and oil production elements that create visual obstructions and clutter;
- Billboards along Pacific Coast Highway;
- Lack of landscaping along some street medians and along some public rights-of-way, and;
- Residential tract walls along collector, secondary, and arterial streets form;

D. EXISTING DESIGN ENVIRONMENT

1. Design Guidelines

Design guidelines allow a City to set forth its explicit design criteria in order (a) to give developers and the design community clear ideas about how to achieve design harmony in a specified project area, and (b) to provide specific criteria for use by regulatory bodies in their review of development proposals. Such guidelines have been adopted by the City of Huntington Beach for future public and private improvements in the Downtown area. This is the only design assistance currently given to property developers in Huntington Beach with regard to maintaining a specified district theme.

2. Zoning and Subdivision Ordinance

The City of Huntington Beach Zoning and Subdivision Ordinance establishes development standards for all land uses to be developed in the City. These standards address permitted uses, minimum parcel sizes, building heights, densities, setbacks, parking and other requirements, which ultimately shape the form of the City. Zoning for the specific uses in Huntington Beach describe a building envelope in which development is permitted. This envelope has often become the unintentional form of structures in the specified zone.

ISSUES

1. A lack of distinctive character in the districts and corridors contributes to an overall weak visual image for the City. Fostering or enhancing the identity of the individual communities that make up the City is key to strengthening the City's overall image and the ability of a person to identify it or associate it uniquely with Huntington Beach. (*UD 1.1.1, UD 1.2.1, and UD 1.3.1*)
2. There is no comprehensive set of development or design guidelines addressing the overall City image or addressing the individual districts, private property, and streetscape. (*UD 1.1.1, UD 1.2.1, and UD 1.3.1*)

3. Many of the neighborhoods and districts in Huntington Beach lack a clear identity that distinguishes them from other such areas in the City, detracting from the overall City character. Distinctive districts should be created and unified through a common design language to achieve a coherent citywide image. (*UD 1.1.1 and UD 1.2.1*)
4. The character of Downtown is at risk of losing its connections with its past. Major new projects in the first two blocks of Main Street have joined and, in some instances, supplanted the older buildings traditionally associated with the Downtown. The older structures should be integrated into the design themes of the Downtown. (*UD 1.1.2 and UD 1.2.2*)
5. The Main Street-Pier area should be maintained and enhanced as a definable image in the City. (*UD 1.1.2, UD 1.2.2, and UD 1.2.3*)
6. The Downtown should maintain some architectural diversity, as well as observe the retail street wall through consistent setbacks, taking care to coordinate new development setbacks with existing setbacks. (*UD 1.1.2, UD 1.2.2, and UD 1.2.3*)
7. Many of the residential districts of Huntington Beach lack character, but the most successful neighborhoods in the City, from the standpoint of design (such as Huntington Harbour), have a clear and appropriate architectural image. Residential districts should be encouraged to have their own unique identifying characteristics with regard to architectural design and landscape materials. (*UD 1.1.1 and UD 1.3.1*)
8. Each district should take its own unique design direction (e.g., a proliferation of eucalyptus trees; a “seaside” or “beach” architectural character), and reinforce that through private improvements (landscape, remodeling, new construction) as well as public improvements (street trees, signage). (*UD 1.3.1 and UD 1.3.2*)
9. Commercial corridors are fragmented, without a sense of center, and contain a mix of land uses that do not distinctly identify the corridors. A land use pattern should create an identifiable center or centers along the primary corridors (please refer to the Land Use Element). (*LU 16.1.1 and UD 1.3.3*)
10. The major commercial corridors of Beach Boulevard and Edinger Avenue have insufficient contrast in character, and no identifiable thematic strengths. These should have their own individual character and identifiable thematic strengths, contributing to a sense of orientation within the City. (*UD 1.3.1 and UD 1.3.3*)
11. Beach Boulevard commercial corridor lacks continuity and has multiple identities. This is attributable to inconsistent and extensive signage, varied development scale and character, and widespread clutter. (*UD 1.2.2 and LU 16.1.1*)
12. Commercial corridors should have design qualities that promote a positive image of the City and promote the marketability of commercial enterprises they contain. (*UD 1.3.1 and UD 1.3.2*)
13. Commercial corridors should have a unified identity through coordinated signage patterns, compatible development character, and a minimum of visual clutter. (*UD 1.3.1*)
14. The character behind residential tract walls should be matched in kind by landscaping on the public side of the wall to contribute to neighborhood identity and continuity of the citywide image. (*UD 1.1.1, UD 1.3.4 and UD 1.3.5*)
15. Nodes in Huntington Beach fail to meet their potential to serve as the activity centers of the community. They should establish the character and themes for the areas surrounding them and serve as the focus of local activity. (*UD 1.2.1*)

16. Internal Nodes (See **Figure UD-2**) should be easily accessible. Each internal node should accommodate commercial uses, accessible facilities, and pedestrian-oriented spaces to accommodate the activities of the community. (*UD 1.2.1*)
17. Each node should incorporate a design theme of the neighborhood or district within which it is located. It should have a unique character to distinguish it from other similar nodes or small centers, and incorporate features that allow it to serve as a kind of landmark in the urban landscape. (*UD 1.2.2*)
18. Internal nodes should be improved to foster development that will be an anchor of economic vitality and a focus of community activity. Five such nodes are singled out for specific attention: Huntington Center, Guardian Center, Beach Boulevard at Pacific Coast Highway, Newland Center, and Five Points. (*UD 1.2.2*)
19. Points of entry into the City, and the crossings of multiple roadways/paths (e.g., around the Five Points area, and at the Beach Boulevard off-ramp of the San Diego Freeway), are especially confusing and need to orient the traveler better through the space. (*UD 1.2.2 and UD 1.2.3*)
20. Entry points should announce arrival into the City of Huntington Beach and should epitomize the City as a whole through their image. Gateway entries should serve as key orientation points within the city, allowing residents and visitors to establish their bearings. (*UD 1.2.2, UD 1.2.3, and UD 1.4.1*)
21. A clear identity should be established for each node as a way to orient travelers. (*UD 1.2.3*)
22. Corridor design should play a key part in establishing City identity and in providing an element of continuity. (*UD 1.3.2 and UD 1.3.3*)
23. Corridor design should assist in orientation and direction by giving each path a clear and distinctive image through landscape and streetscape elements. This may incorporate elements that are consistently used throughout the City and/or provide unique identity for a particular corridor. (*UD 1.3.2 and UD 1.3.3*)
24. Viewsheds of the coast, wetlands, and other major open space resources should be emphasized. (*UD 2.1.1 and UD 2.1.2*)
25. Undesirable or incompatible features should be buffered and screened. This should be accomplished with minimum impact on view corridors and view opportunities. (*UD 2.1.1 and UD 2.2.1*)
26. Views of the ocean are a significant resource for the community that are at risk of being compromised by insensitive development or inappropriate public improvements. Development should be sited and designed to preserve public views of the ocean. (*UD 2.1.1*)
27. The coastal character of the City can be reinforced through the control of the scale of development, site-sensitive landscaping and signage, and through the preservation of open space and the natural setting along Pacific Coast Highway. (*UD 2.1.1*)
28. Building scale and mass along Pacific Coast Highway should be controlled to prevent adverse impacts on the open space and visual quality of the coastline. (*UD 2.1.1*)
29. Oil production facilities and other utilities represent much of the urban clutter in the City. These uses should be screened from public view as much as possible. The screening of these elements should be weighed against the potential for the screening elements themselves to block significant views. (*UD 2.2.1 and UD 2.2.3*)
30. Each existing landmark should be enhanced to capitalize on its assets or to mask its negative qualities. New landmarks could be introduced at appropriate locations to aid in establishing orientation and direction. (*UD 1.2.1 and UD 2.2.1*)

31. Utilities, such as the Edison Generating Substation, need to be screened from view, to the extent feasible, through the use of improved landscaping. (*UD 2.2.1*)
32. The construction of new or the expansion of existing utility and industrial facilities may impair the visual quality of an area. (*UD 1.2.1, UD 2.2.1, UD 2.2.2, UD 2.2.3, U 5.1.3 and U 5.1.4*)

GOALS, OBJECTIVES, AND POLICIES

The following section presents the goals, objectives, policies, and programs for Urban Design in the City of Huntington Beach. At the end of each policy is a reference to the appropriate implementation program. Each implementation program's schedule and possible funding sources are indicated in the Urban Design Implementation Matrix.

Establishing and Strengthening Community Identity

Goal

UD 1

Enhance the visual image of the City of Huntington Beach.

District And Neighborhood Identity

Objective

UD 1.1

Identify and reinforce a distinctive architectural and environmental image for each district in Huntington Beach (see **Figure UD-1**).

Policies

UD 1.1.1

Coordinate streetscape and landscape design in all residential neighborhoods to strengthen their identities.

- a. Design public streetscape improvements (landscape features, signage, and street furniture) to provide unique qualities to the "Old Town," Holly-Seacliff, Ellis/Golden West Quartersection, Southeast Residential, Northwest Residential, and Huntington Harbour districts.
- b. Encourage public improvements that provide visual and physical separation between single family development and commercial corridors, through the use of:
 - landscape materials;
 - berms; and
 - well-designed fences and walls. (*I-UD 1, I-UD 2 and I-UD 6*)

UD 1.1.2

Reinforce Downtown as the City's historic center and as a pedestrian-oriented commercial and entertainment/recreation district, through:

- a. preserving older and historic structures;
- b. requiring new development be designed to reflect the Downtown's historical structures and adopted Mediterranean theme;
- c. amending the Downtown Specific Plan to:
 - coordinate with the Citywide Design Guidelines; and
 - incorporate historic preservation standards and guidelines.
- d. coordinating Downtown development and revitalization with policies and programs of the Historic and Cultural Resources Element. (*I-UD 1, I-UD 2 and I-UD 6*)

Nodes

Objective

UD 1.2

Consider establishing, at each significant node, a local center that serves its neighborhood constituency and provides a strong and distinct focal image for the district (see **Figure UD-2**).

Policies

UD 1.2.1

Require public improvements to enhance the existing setting for all key nodes and pedestrian areas through the consideration of the following:

- a. provide pedestrian connections and visual continuity between the node and the surrounding neighborhoods;
- b. incorporate shade trees to shelter pedestrians;
- c. incorporate the use of enhanced paving materials at the pedestrian crosswalks;
- d. widen the sidewalks at intersections, where feasible, to minimize the length of pedestrian crossings (coordinating as necessary with Caltrans to establish standards for Beach Boulevard); and

- e. enhance the connections, where feasible, between the public sidewalk and private commercial interior open spaces/courtyards as described in the Land Use Element by using:
 - decorative paving materials;
 - landscape materials; and
 - street furniture (**Figure UD-4**);
- f. incorporate landscaping to mask oil operations and major utilities, such as the Edison generating station. (*I-UD 1, I-UD 2, I-UD 3, and I-UD 6*)

UD 1.2.2

Require that the nodes indicated in **Table UD-1** incorporate the public improvements specified in UD 1.2.1 and other elements that may be listed in the Table, as feasible. (*I-UD 1, I-UD 2, I-UD 3, and I-UD 4*)

UD 1.2.3

Coordinate the design of public and private signs and graphics on a citywide basis.

- a. Prepare and implement a coordinated public signage program that fosters a cohesive city image and includes:
 - sign standards that identify public places, recreational opportunities and tourist destinations;
 - design standards for public monument signage and public banners for street light standards along the major arterials;
 - identification sign designs for each of the residential districts;
 - design standards for the primary and secondary entry node signage; and
 - improved street signage that incorporates such elements as city logos or local design elements.
- b. Develop a major arterials' public signage installation program.
- c. Consider developing guidelines for private commercial monument signage that incorporates a consistent public identification device such as a City logo or a logo for the business' location, i.e., Beach Boulevard. (*I-UD 1, I-UD 3, I-UD 4, and I-UD 6*)

Corridor Identity

Objective

UD 1.3

Strengthen the visual character of the City's street hierarchy (i.e., major, primary, etc.) in order to clarify the City's structure and to improve Citywide identity (see **Figure UD-3**).

Policies

UD 1.3.1

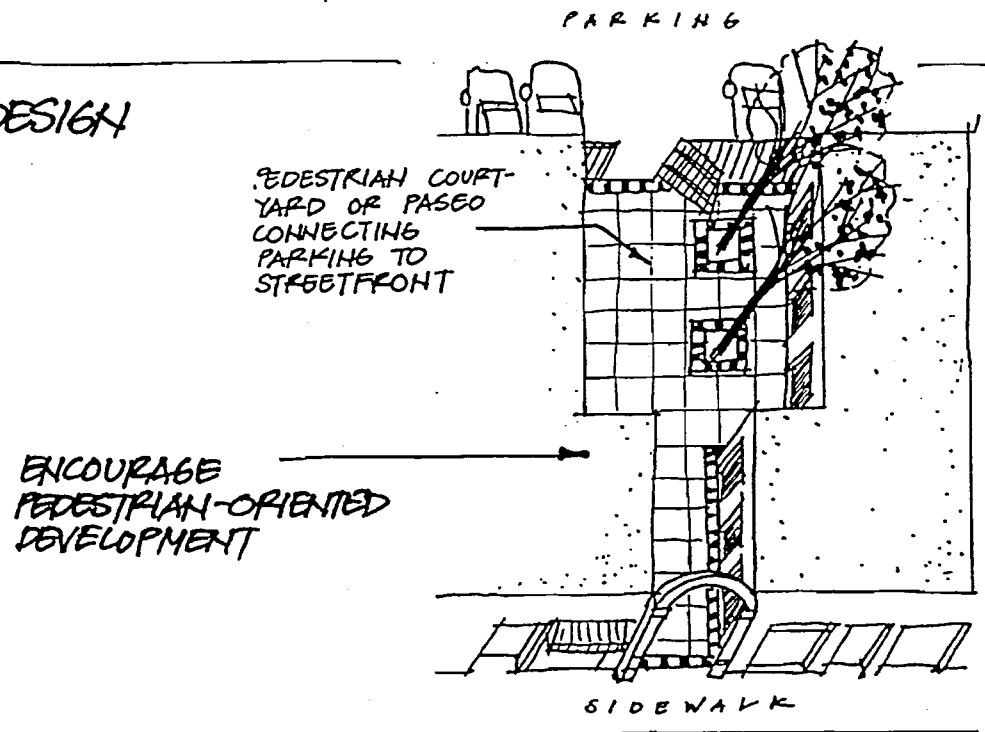
Require a consistent design theme and/or landscape design character along the community's corridors, that reflects the unique qualities of each district. Ensure that streetscape standards for the major commercial corridors, the residential corridors, and primary and secondary image corridors provide each corridor with its own identity while promoting visual continuity throughout the City. (*I-UD 1, I-UD 2, and I-UD 3*)

UD 1.3.2

Provide for the implementation of streetscape and landscape improvements along the major commercial corridors, through public capital improvement programs, business district improvements, or other techniques as funding is available.

- a. Develop or enhance the pedestrian environment in those parts of the corridors where there is existing or the potential for pedestrian activity, this includes the use of:
 - sidewalk furniture;
 - shade trees;
 - shade structures;
 - special paving; and
 - pedestrian walkway linkages.
- b. Consider using special corridor oriented public signage, public art, or median monuments at prominent intersections.
- c. Discourage the excessive use of temporary signage including bunting and commercial banners. (*I-UD 1, I-UD 3, I-UD 4 and I-UD 6*)

COMMERCIAL DESIGN GUIDELINES



COMMERCIAL
DESIGN GUIDELINES

City of Huntington Beach General Plan

FIGURE UD-4

TABLE UD-1

**Recommended Entry Node Improvements
 (See UD 1.2.2 and Figure UD 2)**

Node	Improvements
Beach Boulevard and Pacific Coast Highway	<ul style="list-style-type: none"> • Provide pedestrian connections for beach users; • Use public signage that is compatible with the overall street plan and the Signage and Graphics Program. • Underground utilities. • Install streetscape improvements that combine the Beach Boulevard streetscape theme with the less formal coastal corridor imagery.
Five Points	<ul style="list-style-type: none"> • Blend the landscape styles of Main Street and Beach Boulevard at the Five Points node, • Coordinate improvements with Caltrans, where appropriate. • Underground utilities.
Primary Gateway Entry Nodes <ul style="list-style-type: none"> • Santa Ana River and Pacific Coast Highway gateway • Brookhurst Street/Garfield Avenue • Edinger Avenue/San Diego Freeway/Beach Boulevard intersection • Warner Avenue/San Diego Freeway • Golden West Street/Bolsa Avenue • Adams Avenue/Santa Ana River/Brookhurst • Warner Avenue/Pacific Coast Highway • Bolsa Chica Street and Rancho Avenue 	<ul style="list-style-type: none"> • Provide public signage that identifies the City of Huntington Beach and indicates directions to the major destinations in the City. • Include “theme” landscape materials and, possibly, public art. • Underground utilities. • Enhance arterial street and median landscaping. • Encourage the use of landscaping buffers around the Edison Generating Station, adjoining tank farm, and Orange County Sanitation Facilities.

TABLE UD-1 (cont.)

Node	Improvements
Secondary Entry Nodes <ul style="list-style-type: none">• Magnolia Street/Garfield Avenue• Springdale Street at city limits• Golden West Street/Pacific Coast Highway• Pacific Coast Highway/Beach Boulevard• Pacific Coast Highway/Seal Beach City limits• Pacific Coast Highway and Seapoint St.• Pacific Coast Highway and Magnolia St.• Pacific Coast Highway and Newland St.	<ul style="list-style-type: none">• Provide smaller public signs that are similar to the larger scale Primary Gateway Entries monument signs.• Explore the potential to use surplus freeway right-of-way or parkway areas to create other entry nodes.• Encourage the use of landscaping buffers around the Edison Generating Station, adjoining tank farm, and Orange County Sanitation Facilities.

UD 1.3.3

Provide for the implementation of additional streetscape and landscape improvements in the corridors specified in Table UD-2 and shown in Figure UD-5 and UD-6, through public capital improvement programs, business district improvements, or other techniques as funding is available. (I-UD 1, I-UD 2, I-UD 3, and I-UD 4)

UD 1.3.4

Establish visual relief to the monotony of walled “superblock” corridors and enhance the corridors image through the visual strengths of the respective residential neighborhoods in which they are located including:

- a. for new development, require the use of landscape materials in the public right-of-way;
 - b. for existing development, add tree pockets and/or landscape planters along arterial tract walls;
 - c. for both new and existing development, establish a consistent pattern of street trees along the corridor using the predominate tree types of the adjacent residential areas;
 - d. develop a variety of street sections to allow for variation of right-of-way widths and sidewalk configurations; for example, some of the walls have a 3’ to 4’ planting strip in which plant materials have been placed outside of the wall while other tracts have no plantings outside of the wall. Recognize that sidewalk width on residential district arterial streets is less important than in other situations as there are few pedestrians and few pedestrian destinations (bus stops are a possible exception) along these arterials. If the sidewalk is narrowed to accommodate tree wells or wider planting strips, a sidewalk width of 3’ to 4’ is ample to accommodate the occasional pedestrian and maintain handicapped access; and (See Figure UD-7 and Figure UD-8)
 - e. for new development, increased landscaping area;
 - f. consider reducing street widths to increase landscaping area; and
- g. consider establishing a public art ordinance for the placement of art in public right-of-way (I-HCR 14, I-UD 1, I-UD 2, and I-UD 3)

UD 1.3.5

Establish design standards for walls along the residential “superblock” corridors, including:

- a. for new development, require that privately developed walls make a positive visual contribution to the public streetscape including provisions for plant material enhancements such as vine pockets or decorative plantings, and design features such as sculptured or textured masonry units;
- b. for existing development, require that any modifications to walls in the public right-of-way are of quality construction and permanent materials consistent with the design of the wall, and that any additions to the walls be designed to make a positive visual contribution to the public streetscape; and
- c. for both the new and existing development, require that the walls will be maintained over their lifetime, and that future modifications to the walls will not negatively impact the public streetscape. (I-UD 1, I-UD 2, and I-UD 5)

Public Art as a Tool for Strengthening Community Identity

Objective

UD 1.4

Intensify the use and strengthen the role of public art to enhance the visual image of Huntington Beach (please refer to definitions in Glossary).

Policies

UD 1.4.1

Facilitate the use of public art in the design of public and private development by:

- a. establishing incentives for incorporating art in private development; and
- b. require that persons proficient in the visual arts be included on the design team for the design of public entry identification, public signage, and graphics design. (I-HCR 14, I-UD 1, I-UD 3 and I-UD 4)

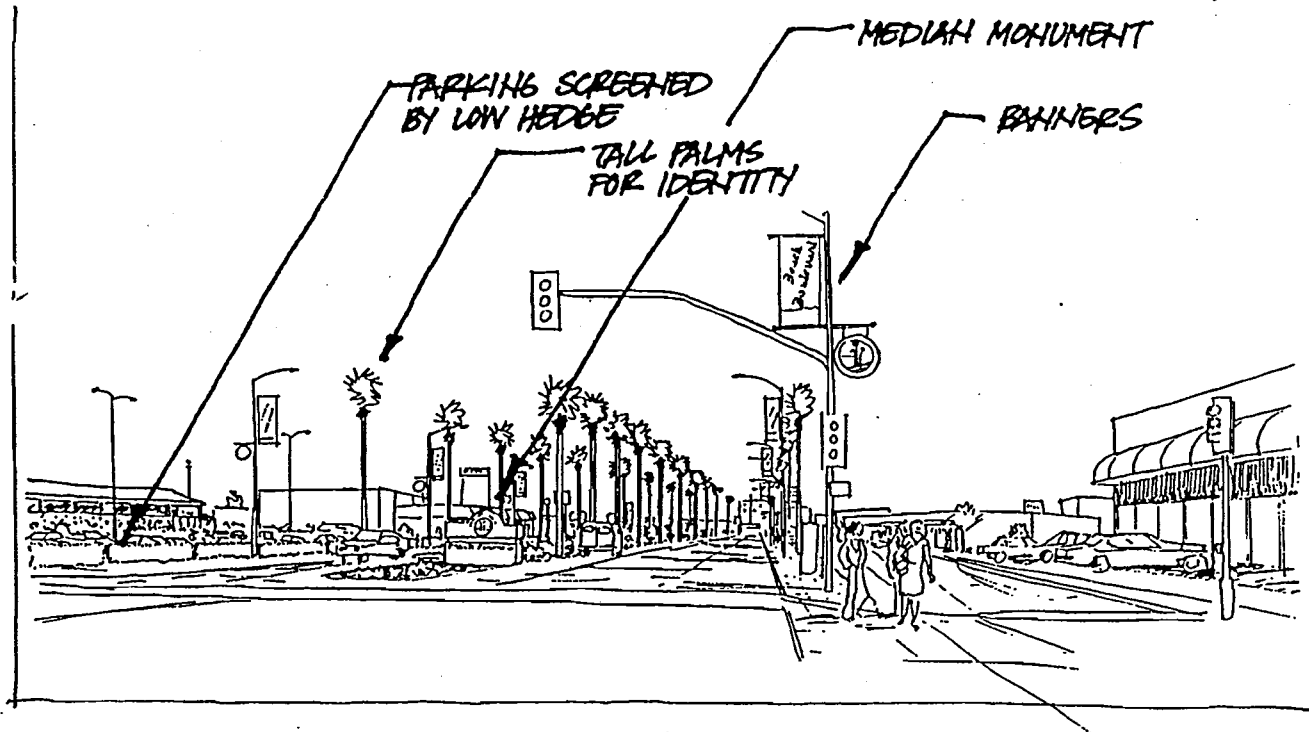
TABLE UD-2

**Commercial Corridor Improvements
 (See UD 1.3.3)**

Commercial Corridor (Corridor's focus)	Improvements to Enhance the Corridor's Focus
Beach Boulevard (City's Principal Commercial Corridor)	<ul style="list-style-type: none"> • Replace the low, informal median plantings with taller trees and space the trees more closely and regularly, from the San Diego Freeway to Pacific Coast Highway to the extent feasible within Caltrans constraints. • Consider planting tall trees in the parkway and/or setback area on either side of Beach Boulevard from the San Diego Freeway to the Newland Center, to mark the commercial heart of the corridor. • Consider placing public monument signs in the medians as a device for identifying both the City and the boulevard as a commercial district focus. • Use "theme signs" in which private commercial signage, especially common monument signage, incorporates a City of Huntington Beach or Beach Boulevard logo along with the private business identification, and includes the property's address. • Coordinate all Beach Boulevard streetscape improvements with Caltrans.
Edinger Avenue (Reflect Corridor's Diversity)	<ul style="list-style-type: none"> • Establish streetscape and landscape design standards that: • Reflect the intensity of the Beach Boulevard commercial district where Edinger Avenue meets Beach Boulevard at Huntington Center; • Coordinate with Huntington Center's design theme; • Provide orientation and directions at the westerly end of Edinger as it approaches the coastal area; and • Reflect the residential scale of the "superblock" neighborhoods.
Golden West Street (Reflect Corridor's District Variety)	<ul style="list-style-type: none"> • Use plant materials between Pacific Coast Highway and Palm Avenue that are compatible with the street's proximity to the beach. • Incorporate park-like elements such as vines or low hedges into the streetscape adjacent to the oil production areas. • Reflect the park and civic imagery as the street passes through the Central Park/Library area. • Extend the landscape style of Golden West College on the east side of the street to the superblock wall and sidewalk on the west through the use of turf, low shrubs, and trees.

TABLE UD-2 (cont.)

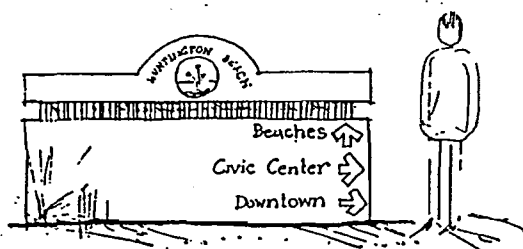
Commercial Corridor	Improvements to Enhance the Corridor's Focus
Main Street (Key Corridor Linking Beach Boulevard, the Civic Center, and Downtown)	<ul style="list-style-type: none"> • Extend the landscape character of the residential Main Street neighborhoods by planting pine trees throughout the Main Street medians, particularly focusing on the areas north of the Civic Center up to Five Points. Replace, where possible, palms and other plant materials that currently break the design continuity. • Extend the use of historic style lampposts on Main Street. • Install planted medians in areas that currently lack islands or median. • Use the imagery of the Farquhar and Lake Park neighborhoods as the basis for establishing landscape design themes.
Brookhurst Street (Commercial Corridor)	<ul style="list-style-type: none"> • Use "theme signs" in which private commercial signage, especially common monument signage, incorporates a City of Huntington Beach logo along with the private business identification, and includes the property's address. Include signs identifying access to the Santa Ana River trail • Install planted medians in areas that currently lack islands or medians.
Pacific Coast Highway (Coastal Corridor)	<ul style="list-style-type: none"> • Use informal clusters of palms to mark activity areas. • Use plantings of native plants for both visual screening of major utilities and oil operations, as well as for wind protection. • Require any beachfront hardscape improvements and new structures to be low in profile and compatible with the surrounding development. • Replace exotic or introduced plant materials with native plants in undeveloped areas. • Pursue the removal of billboards and other incompatible development, particularly in areas that are of natural character.



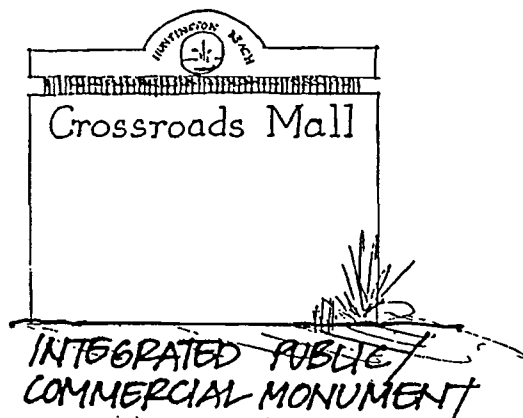
BEACH BOULEVARD
COMMERCIAL CORRIDOR CONCEPTS

City of Huntington Beach General Plan

FIGURE UD-5



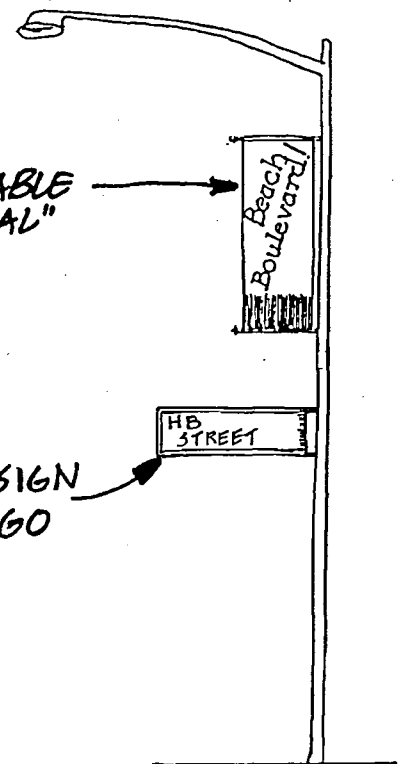
MONUMENT DIRECTIONAL
SIGN



INTEGRATED PUBLIC/
COMMERCIAL MONUMENT

CHANGEABLE
"SEASONAL"
BANNER

STREET SIGN
WITH LOGO

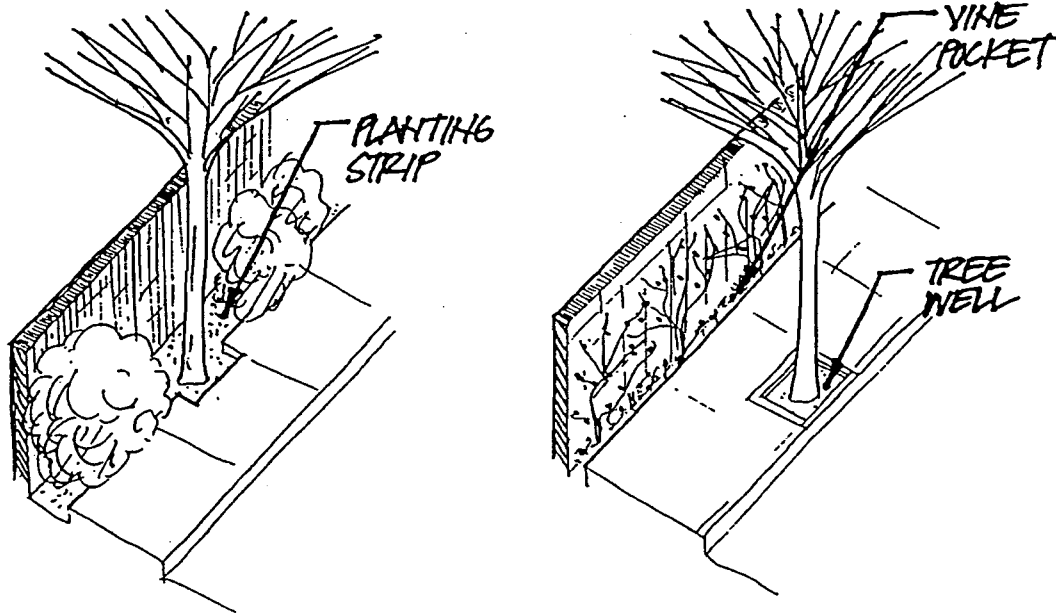


BANNER "SYSTEM"

SIGNAGE
DESIGN CONCEPTS

City of Huntington Beach General Plan

FIGURE UD-6



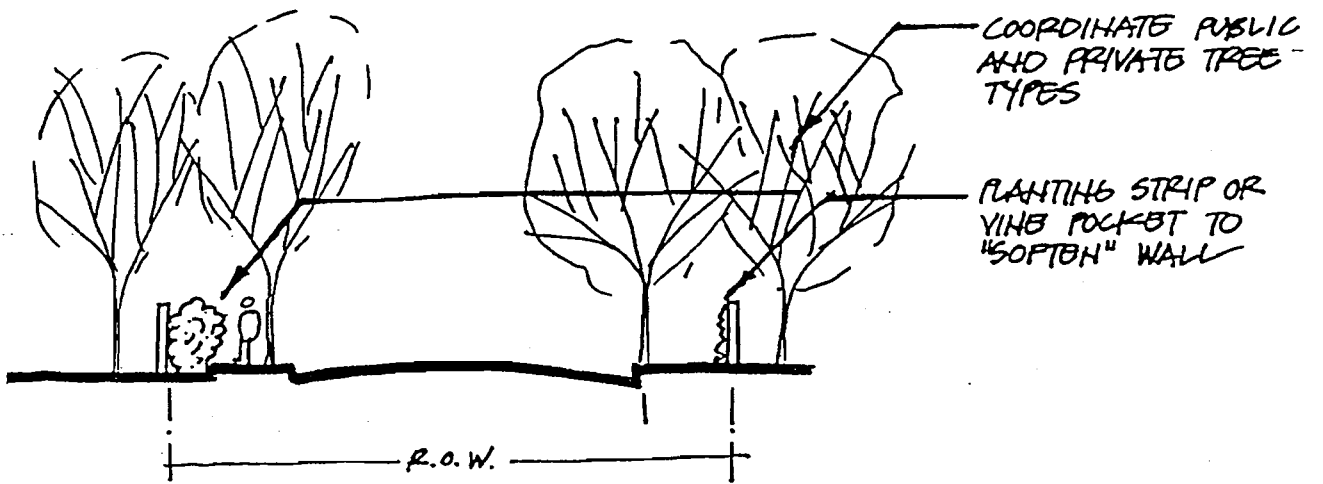
SUPERBLOCK CORRIDOR STREETScape

VARYING R.O.W. CONDITIONS WILL REQUIRE DESIGN ALTERNATIVES.

SUPERBLOCK
CORRIDOR STREETScape (See UD 1.3.4)

City of Huntington Beach General Plan

FIGURE UD-7



SUPERBLOCK STREET TREE PLANTING

City of Huntington Beach General Plan

FIGURE UD-8

UD 1.4.2

Coordinate the involvement of artists and the role of art in the image of the City with the provisions of the Historic and Cultural Resources Element. *(I-UD 2 and I-HCR 14)*

Goal

UD 2

Protect and enhance the City's public coastal views and oceanside character and screen any uses that detract from the City's character.

Buffers And Barriers - Coastal Corridor

Objective

UD 2.1

Minimize the visual impacts of new development on public views to the coastal corridor, including views of the sea and the wetlands.

Policies

UD 2.1.1

Require that new development be designed to consider coastal views in its massing, height, and site orientation. *(I-UD 1 and I-UD 6)*

UD 2.1.2

Require additional landscaping and varying hardscape along the beach trail and roadway medians, where appropriate. *(I-UD 1, I-UD 2, and I-UD 3)*

Buffers And Barriers - Industrial Uses and Oil Production Facilities

Objective

UD 2.2

Minimize the visual impacts of oil production facilities and other utilities where they encroach upon view corridors or are visually incompatible with their surrounding uses.

Policies

UD 2.2.1

Require landscape and architectural buffers and screens around oil production facilities and other utilities visible from public rights-of-way. *(I-UD 1 and I-UD 6)*

UD 2.2.2

Require the removal of non-productive oil production facilities and the restoration of the vacated site. *(I-UD 1 and I-UD 6)*

UD 2.2.3

Require landscaping to screen flood control channels where visible to public view and where there is adequate planting area available. *(I-UD 2, I-UD 3, and I-UD 6)*

UD 2.2.4

Require the undergrounding of utility lines. *(I-UD 1, I-UD 2, and I-UD 3)*

UD 2.2.5

Require the review of new and or expansions of existing industrial and utility facilities to ensure that such facilities will not visually impair the City's coastal corridors and entry nodes. *(I-UD 2, I-UD 6, U 5.1.3 and U 5.1.4)*

IMPLEMENTATION PROGRAMS

I-UD 1

Streetscape Improvement Plan

Prepare a comprehensive streetscape improvement plan specifying all potential improvements projects within the public rights-of-way, including design concepts and design criteria for median and parkway landscape, sidewalk elements including street furniture, and public signage, including gateway entry identifications signage.

I-UD 2

Coordinated Public Policy

Coordinate all guidelines and standards within the City of Huntington Beach to conform to the objectives and criteria outlined in the policies of this element. Update and/or amend the following policies, guidelines, standards and specifications:

- a. Public Works Standard Plans/ Specifications (for landscape and tree planting);
- b. Master Plan for Landscaping of Arterial Street Medians;
- c. Arboricultural and Landscape Standards/Specifications;
- d. Downtown Design Guidelines; and
- e. Downtown Specific Plan.

I-UD 3

Phased Improvement Plan

Establish a plan for the preparation and/or revision of all public urban design criteria and standards and for the implementation of all public improvements identified in such plans.

- a. The City shall prepare a master list of public urban design improvements, such list to be revised and extended as projects are completed or new projects are conceived.
- b. In coordination with the preparation of the City budget, the City shall each year prepare a Five-Year Plan for Urban Design Improvements that prioritizes the projects on the master list, and shall budget for those projects accordingly. The Five-Year Plan shall be updated each year to reflect changes in the priorities for implementation.
- b. require Design Review Board review of all projects within areas designated by the City Council or deserving special aesthetic consideration; these areas include, but are not limited to, the Downtown Specific Plan area, Beach Boulevard, Pacific Coast Highway, areas adjacent to or zoned as Public-Semipublic, areas within primary and secondary entry nodes, and Redevelopment Project areas;
- c. review all proposed expansions, relocations, or new utility and industrial facilities for compliance with applicable development standards and for potential impacts.

I-UD 4

Comprehensive Signage and Graphics Program

Prepare a comprehensive Citywide program for the design and installation of signage and graphics that identifies standards for a high quality and character for all public graphics (including identification and directional signage) and that integrates standards for private commercial signs.

I-UD 5

Code Enforcement and Maintenance

Regularly and periodically monitor private and public property (such as private or public walls or service structures), to ensure compliance with maintenance standards and all applicable zoning and municipal codes and regular maintenance.

I-UD 6

Development or Design Review

Through the development or design review process, require or continue to:

- a. review all projects for potential visual impacts to surrounding areas;

No.	Name	ADMINISTRATION																						
		Community Development Department	Community Services Department	Economic Development Department	Fire Department	Library Services Department	Police Department	Public Works	Planning Commission	City Council	School Districts	County of Orange		Other	General Funds	Assessment Districts	Development Fees	Redevelopment Tax Increment Revenue	Grants	Other Approved Fees	State Funds	Federal Funds		
CITY OF HUNTINGTON BEACH											CITY OF HUNTINGTON BEACH													
PROGRAM		RESPONSIBLE AGENCY											FUNDING SOURCE											SCHEDULE
UD-1	Streetscape Improvement Plan	●						●	●	●				●								3 Years upon Plan Adoption *		
UD-2	Coordinated Public Policy	●	●					●	●	●				●								Ongoing *		
UD-3	Phased Improvement Plan	●						●	●	●				●								1 Year upon Plan Adoption *		
UD-4	Comprehensive Signage and Graphics Programs	●			●		●	●	●	●				●								3 Years upon Plan Adoption *		
UD-5	Code Enforcement and Maintenance	●			●			●						●	●			●	●	●	●	Ongoing *		

* As funding permits

URBAN DESIGN IMPLEMENTATION PROGRAM MATRIX

CITY OF HUNTINGTON BEACH GENERAL PLAN

MATRIX **UD**